



Bigger Really Is Better When Skylanders Giants Hits Store Shelves On October 21, 2012

Skylanders Giants™ Debuts 16 New Characters, New Tech, Returning Favorites with New Powers and Vast New Playgrounds to Explore New Game in the Successful Kids Franchise Pegged as a Holiday Hit For Second Year In A Row Special Treats In Store For Fans Of Nintendo 3DS And Wii U

SANTA MONICA, Calif., Oct. 18, 2012 /PRNewswire/ -- Portal Masters everywhere will once again face the evil Portal Master Kaos in a brand new adventure in **Skylanders Giants**, which is poised to prove that bigger really is better when the game hits store shelves in North America on October 21, 2012 for Nintendo's Wii™ system, Nintendo 3DS™, the Xbox 360™ game : entertainment system, and the PlayStation®3 computer entertainment system.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58555-activision-skylanders-giants>

(Photo: <http://photos.prnewswire.com/prnh/20121018/MM93628>)

The sequel to the best-selling kids title in 2011* and best-selling game of 2012 year to date**, **Skylanders Giants**, from Activision Publishing, Inc., a subsidiary of Activision Blizzard, Inc. (Nasdaq: ATVI), has already received endorsements from the Toys"R"Us® Holiday Hot Toy List, the *Toy Insider* "Hot 20 Toys for the Holidays" and *Time To Play's* "Holiday 2012 Most Wanted List."

Skylanders Giants builds on the success of its predecessor by dramatically enhancing the magic of bringing toys to life in an exciting virtual experience as first introduced in **Skylanders Spyro's Adventure**. The game features 16 new characters, led by eight Giant Skylanders, who are twice the size of their comrades. The Giants each have exciting new powers and abilities to match their size. Joining the Giants are eight new Skylanders, who also feature never-before-seen powers. Additionally, **Skylanders Giants** introduces new LightCore™ Skylanders that glow when on or near the **Portal of Power®**—no batteries required. Fan-favorites from **Skylanders Spyro's Adventure** return as Series 2 characters featuring an all new "Wow Pow" upgrade power as well as the choice of more than one upgrade path. And all your favorite characters from **Skylanders Spyro's Adventure** are 100% compatible with **Skylanders Giants**—stats and customizations intact.

"It's really gratifying that in less than a year, we've seen Skylanders go from being an intriguing untested new IP to becoming one of the hottest kids franchises in the world. And it has been universally acclaimed by parents, kids and critics alike," said Eric Hirshberg, CEO of Activision Publishing. "Skylanders is more than just a new piece of interactive entertainment, but a genuinely new kind of *thinking* in interactive entertainment. The response of the fans has been incredible, and the only way we can return the favor is with a sequel like **Skylanders Giants**. This game is all about big: big creatures, big worlds, bigger ideas. We're very excited to see **Skylanders Giants** finally hit the shelves."

Skylanders Giants will leap to Wii U™ day and date with the launch of Nintendo's new console on November 18, 2012. In the Wii U version, the game takes clever advantage of the system's motion and touchscreen controls. Meanwhile, Nintendo 3DS owners will experience a new adventure exclusive to this version. The storyline features fan-favorites Flynn, Hugo and Cali, and introduces the villainous Captain Frightbeard.

Skylanders Giants is rated E+10 by the ESRB. The game, technology, and Wii, Xbox 360, and PlayStation3 platforms were developed by Activision's Novato, California studio, Toys for Bob, led by creative director and studio head Paul Reiche. The Nintendo 3DS platform was developed by n-Space and the Wii U platform was developed by Vicarious Visions. For more information, visit www.skylanders.com

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*Source: According to NPD, Gfk data

**Source: According to NPD, Gfk, and internal estimates, based on revenue from January to September, 2012, including sales from accessory packs and figures.

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